



By Appointment to Her Majesty The Queen
Manufacturers of Disinfectants

JEYES

JEYES' SANITARY COMPOUNDS COMPANY LIMITED

STRENGTHENED MARKET POSITION

The 77th Annual General Meeting was held in London on Thursday, 19th April. Mr. R. G. BERCHEM, Chairman and Managing Director, said:

It has been a year of considerable development in which we have strengthened our market position both at home and overseas. This policy we consider essential to ensure the continuing prosperity of the Company and has been carried out at a time when trading conditions have not been altogether in our favour. Nevertheless, by energetic selling and marketing, home and export sales of the Group increased. Ibcol, Sanilav, and Jeyes Interfolded Paper—three of our major products—all achieved record sales, while export sales reached their highest level.

Our Group Trading Profit before taxation is £226,499 as compared with £261,887 and after taxation leaves us with £101,724 as compared with £113,587. It is proposed to pay a final dividend of 8d. per share less income tax, which together with the interim of 4d per share, less income tax, paid on September 1st, 1961 would make the same total and same rate of distribution as for 1960. The total of dividends will absorb £80,298 and of the remaining balance it is proposed to add £20,000 to Current General Reserves leaving £83,207 to be carried forward.

GROWTH IN EXPORT MARKETS

Our strong position in New Zealand has been further strengthened. Our Irish Company continues to make good progress and has made a useful contribution to our profits. Our South African Company also increased its sales of all our products. We have made satisfactory pro-

gress in our development of European markets, and by the end of 1962 we shall be selling our products in no less than twelve European countries. These activities are expected to reach a profit-earning stage in 1962 and the hard efforts we have made to develop these markets should stand us in good stead if and when Great Britain enters the Common Market.

As the result of continually improved methods, our production costs have remained steady in spite of rising costs of materials and services.

BIG 1962 MARKETING PLANS

We have planned vigorous marketing and advertising campaigns for 1962, not only for our existing products, which will be extensively advertised on television, in the national press and magazines, but also for three important new products.

We consider we have made a sound investment in acquiring the business of Scrubb's Cloudy Ammonia, and we are confident that its sales can be expanded.

UPWARD TREND OF PROFITS

Provided there is no worsening of the economic position during the current year, your Directors believe that the development expenditure of the last two years will enable us to reach the targets we have set ourselves and that there will be an upward trend of profits.

The Report and Accounts were adopted, and the proceedings concluded with a vote of thanks to the staff.

JEYES THE FIRST NAME IN HYGIENE

IBCOL · JEYES FLUID · JEYPEAT · JEYPINE · SANILAV
SNOWBOWL · JEYES INTERFOLDED TOILET TISSUE
AND TOILET ROLLS · MIRAGLO · SCRUBB'S AMMONIA

Jeyes.

The Times (London, England), Tuesday, Apr 24, 1962; pg. 18; Issue 55373. (566 words)

Category: Display Advertising

© Times Newspapers Limited

Gale Document Number:CS302342808